

**Lieutenant Governor  
Joseph E. Kernan, Director**  
INDIANA DEPARTMENT OF COMMERCE  
ONE NORTH CAPITOL, SUITE 700  
INDIANAPOLIS, INDIANA 46204  
TEL 317 232 8800  
[www.indianacommerce.com](http://www.indianacommerce.com)

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**For More Information Contact:** Jeff Harris, Indiana Dept. of Commerce, 317.232.2464  
Dr. Ramesh Shah, MNDS International, 317.872.8364

### ***Kernan Announces New Export Relationship with India***

INDIANAPOLIS — Expanding Indiana's presence in the international market, Lt. Governor Joe Kernan today announced the creation of a new partnership to help Hoosier businesses export products to India.

Indiana's India Initiative (IN<sup>3</sup>) brings together the Indiana Department of Commerce's International Trade Division and MNDS International, a management consulting company with offices in Indianapolis, in an effort to develop new trade opportunities between our state and the southern Asian country.

"The population of India exceeds one billion, which means that the potential market for Indiana goods in that country is tremendous," said Kernan, who serves as director of the Department of Commerce. "This initiative will open doors for Indiana companies that want to explore new export opportunities, leading to increased production and more jobs for Hoosiers."

Commerce and MNDS International have entered into a Memorandum of Understanding that indicates MNDS will provide export information and introductory marketing services to Indiana businesses at no cost. Commerce and MNDS will work together to organize customized half-day seminars for business groups across the state. MNDS will offer additional assistance to companies on a fee-for-service basis.

"Following economic reforms in 1991, India's international trade environment has been liberalized, and this is a great opportunity for us," said Dr. Wm. Cyrus Reed, director of Commerce's International Trade Division. "Gaining access to India's markets requires careful analysis of consumer preferences and existing sales channels and first-hand knowledge of the changes in distribution and marketing practices that are continually taking place. The executives of MNDS International are eminently suited to assist Indiana businesses gain access to businesses and markets in India."

With offices in Indianapolis, Los Angeles, Mumbai (India) and Dubai (United Arab Emirates), MNDS International assists Indiana companies in clinical trials and testing, FDA regulatory affairs, contract research, information technology, joint ventures and partnerships, corporate restructuring and business start-ups. With more than three decades of experience in international business development, the principals – Dave Devarajan, Devendra Mishra and Ramesh Shah – have worked with the entertainment, consumer electronics, pharmaceutical, biotechnology, biomedical devices and life sciences industries.

“We have several major industries in Indiana and India that are complementary, such as life sciences, biotechnology, pharmaceuticals, agriculture and automotive,” said Shah. “In addition to having a realistic assessment of the core competencies of companies in the two areas of the world, we understand the cultural aspirations of the two industrial societies, which makes effective promotion of business and strategic alliances an economic reality.”

The IN<sup>3</sup> program is Indiana’s 14th extension of trade services abroad. Currently, Indiana has trade offices in Argentina, Brazil, Canada, Chile, China, Israel, Japan, Korea, Mexico, the Netherlands, Singapore, South Africa and Taiwan.

Commerce’s International Trade Division works to bring Indiana companies and the international marketplace together through export readiness analysis, international market research and agent distributor searches. For more information about International Trade or its programs please call 317.233.3762, or visit the Web site at [www.indianacommerce.com](http://www.indianacommerce.com).

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